

## Make your Direct Mail program more effective with timely insight.

The U.S. Postal Service® offers technology that can help businesses like yours achieve their marketing objectives. By tracking your Direct Mail pieces with CONFIRM® service, you can gain the foresight you need to coordinate message delivery with other marketing events, improve customer relationships and plan future campaign strategies.

### Track your Direct Mail with near real-time accuracy.

Use CONFIRM service data to know when your important marketing messages will reach your customers and anticipate when customer replies or orders are on the way back to you.

- **Identify your target.** Cross-reference delivery and demographic data to finely target your customers and develop an effective customer acquisition strategy.
- **Heighten awareness.** Use data to identify mail delivery trends and plan your mailing schedules precisely with in-home delivery dates in mind.

# foresight

- **Encourage timely responses.** Help boost response rates by assuring that time-sensitive offers are delivered to customers before the respond-by date.
- **Synchronize your mailings.** Ensure that your marketing message reaches your target audience in time to support store promotions and boost store traffic.
- **Gain exposure across channels.** Help improve response rates by timing follow-up e-mail or telemarketing calls to coincide with in-home Direct Mail delivery.
- **Promote customer satisfaction.** Provide excellent customer service by predicting customer call patterns and staffing call centers to meet these higher call volumes.
- **Process orders efficiently.** Use the knowledge that a customer reply is on the way to prepare for and fulfill mail orders more effectively.
- **Strengthen customer loyalty.** Promote Customer Relationship Management (CRM) with greater delivery predictability.
- **Optimize inventory.** Manage inventory planning more effectively throughout the year by knowing when customer orders are on the way.
- **Test different offers.** Become more intelligent about messaging strategies by testing different offers against one another to determine which pulls a higher response rate.
- **See results sooner.** Develop more accurate response curves by measuring response rates before a customer reply has even reached you.
- **Evaluate mail effectiveness.** Measure how successful your Direct Mail campaign was in generating sales, and use this information to plan future campaigns.

## Successful businesses use CONFIRM service to stay one step ahead.

Retailer JC Penney has been using CONFIRM® service with its retail mail to measure service performance and analyze store traffic since 1998.

*"CONFIRM service allows us to adjust our delivery time based on the service results we see, so delivery of our Direct Mail pieces coincides perfectly with an in-store event. It's given us the ability to validate the money we've spent on Direct Mail—the incremental sales generated from a person receiving a mail piece versus one who did not are substantial. Plus, analysis of our response rates has helped us identify what's working and what isn't so we can alter our messaging strategy for improved results in the next mailing. I can't imagine operating without CONFIRM service!"*

Martin Bernstein  
Media Transportation/ Small Package  
and Postal Relations Manager  
JC Penney



**Q.** How can CONFIRM service help strengthen relationships with existing customers?

**A.** You can use delivery trend data supplied by CONFIRM service to adequately staff your call centers for higher call volumes. The near real-time accuracy this data provides can help your customer service department manage customer inquiries more effectively and produce greater overall customer satisfaction. Also, you can be certain that coupons and special offers reach current customers before the expiration date or end of a promotion, giving them ample time to respond.

**Q.** How do businesses use CONFIRM service technology?

**A.** Businesses in the retail and service industries use CONFIRM service data technology to track their Direct Mail pieces and responses. They can accurately time delivery of their marketing messages to synchronize with other marketing events, support store promotions and boost sales. They can also track incoming reply mail from customers to better fulfill customer orders, manage staffing and inventory more efficiently and measure response rates to evaluate mailing success.

**Q.** How can CONFIRM service help monitor the success of my retail advertising campaigns?

**A.** When analyzing the impact of your advertising, CONFIRM service helps eliminate mail delivery as a variable. Information is generated to tell whether or not the mail reached the household in time to support promotions. No longer can mail delivery be the "unknown factor" in determining the success of a campaign.

**Q.** How can CONFIRM service be used as a tool for customer acquisition?

**A.** CONFIRM service tracking information can be used to better target delivery of your communications, ensuring that time-sensitive offers reach potential customers before the respond-by date. This timely delivery helps encourage higher response rates. Direct Mail companies are using this information to focus on in-home dates rather than mail dates and are synchronizing in-home delivery with other marketing events, such as e-mail and telemarketing. They have also benefited from the ability to cross-reference delivery and demographic data. Each of these features helps promote effective acquisition strategies and messaging.